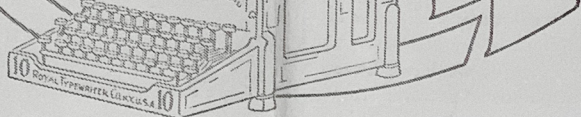


THE

UNIVERSITY OF ILLINOIS LIBRARY

OCT 24 1922

ROYAL STANDARD



October
Issue
1922

Published by the Royal Typewriter Company, Inc., of New York, the 15th of every month—with the sole object of bringing "the boys" into a little closer touch with the Home Office and each other.

October
Issue
1922

Volume 7

OCTOBER, 1922

Number 10

WESTERN DIVISION CUP CONTEST

The contest in the Western Division for the President's Cup is still going strong and has not found a winner at the end of September.

Mr. R. M. Devin, manager of the Fresno office is the newest contestant in the field in this division coming into first place for September and intends to keep a tight hold on the silver trophy.

The standing at the end of September is as follows:

- Western Division
September, 1922
- R. M. Devin, Fresno Branch, 1st Leg.
August, 1922
- J. R. Ronicker, St. Paul Branch, 1st Leg.
July, 1922
- L. E. White, Omaha Branch, 1st Leg.
June, 1922
- J. W. Mann, Atlanta Branch, 1st Leg.
May, 1922
- J. H. Lattuille, Birmingham Branch,
1st Leg.
April, 1922
- J. H. Hinck, Jacksonville Branch, 2d Leg.
March, 1922
- J. H. Hinck, Jacksonville Branch, 1st Leg.
February, 1922
- C. V. Mills, Des Moines Branch, 2d Leg.
January, 1922
- C. V. Mills, Des Moines Branch, 1st Leg.
December, 1921
- C. E. F. Russ, Portland, Ore., Branch,
1st Leg.
November, 1921
- G. L. Smith, Los Angeles Branch, 1st Leg.

Central Division in First Place

The Central Division came into first place for the month of September with W. A. Partee, manager of the Peoria office in the lead.

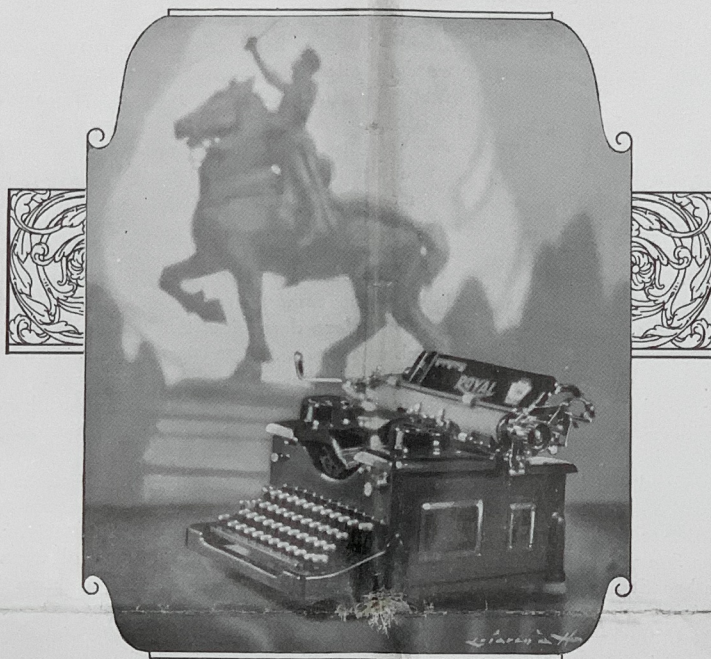
Fitzgibbon has a Double Header in Eastern Division

J. B. Fitzgibbon, manager of the Bridgeport office, made it a double header when he came into the lead for the month of September in his division. Our hats are off to you Mr. Fitzgibbon, for your splendid August and September record.

Second and Third Place Men

Following their leaders in each division:

W. A. Mulligan, manager of Grand Rapids, Mich., second place, and F. L. Gallup, manager of Buffalo, N. Y., third place in the Central Division; W. E. Ayres, manager of Portland, Me., second place, and H. D. Cashman, manager of Washington, D.C., third place in the Eastern Division; C. E. F. Russ, manager of Portland, Ore., second place, and J. R. Ronicker, manager of St. Paul, Minn., third place in the Western Division.



In every field of manufacturing there is one product which has climbed the rugged heights of competition to the plane of leadership—by the sheer merit of its service and the excellence of its quality. In the typewriter industry the Royal has risen in little more than a decade to its present high position among typewriters

ROYAL TYPEWRITER COMPANY, INC.
Royal Typewriter Building, 364-366 Broadway, N. Y.
Branches and Agencies the World Over
Chief European Office: 75A Queen Victoria St., London, E. C.
Principal Canadian Office: 36, Notre Dame St., West, Montreal, P. Q.

"Compare the Work"

ROYAL

TYPEWRITERS

The above advertisement to appear in the
"Saturday Evening Post," issue of Nov. 11
"Literary Digest," issue of Nov. 11
"American Magazine," issue of Nov., 1922

BANNER CONTEST WINNERS

The Banner contest closed with a bang with a list of winning names well known throughout the Royal organization.

We are at last in a position to announce the winners in the seven big contests which were held during the months of July and August for those offices which qualified in the various divisions.

Mr. Fred L. Gallup, manager of the Buffalo office, is the big winner. Mr. Gallup led Blue Banner Division No. 1 and also led the entire organization. In doing this he accomplished a feat of which he may well be proud. He was up against the hardest kind of opposition and won out nobly. He received \$500 for his division prize, and another \$500 for being the leading office in the organization.

Mr. W. A. Partee, manager of the Peoria office, was peak man in Blue Banner Division No. 2. He certainly earned his \$500 prize and gave Buffalo a hard run for top prize.

Mr. Dunn, manager of the Philadelphia office, brought his office to the front in Red Banner Division No. 1, and pulled out the \$250 prize.

Mr. Russ, manager of the Portland, Ore., office, led Red Banner Division No. 2, and also took \$250 for his efforts.

In the Yellow Banner class, Mr. Fitzgibbon, new manager of our Bridgeport office, walked off with first prize in Division No. 1. Mr. Herwitz, manager of Providence, led in Division No. 2, and Mr. Reed, manager of the San Antonio office, captured first place in Division No. 3, each of these men receiving \$100.

The contest has been a very successful one. All of the offices entered into it wholeheartedly, and made it a race worth winning. We take this opportunity to express our appreciation of the spirit shown and the co-operation extended by every office in making this contest the best we have ever run.

Last month many branches, notably Philadelphia, Dayton, Indianapolis, Portland, Ore., etc., did not receive credit for their volume of business due to the policy of using the total billing in figuring the branch managers standing as published on the last page.

Effective with this issue, we are changing this method and from now on the total monthly sale of new machines will be used.

BIG ROYAL ADVERTISING
CAMPAIGN BEGINS

Beginning this month a big Royal Advertising Campaign will be launched, the advertisements appearing in seventeen magazines all of which have a national circulation.

The most important media on the list are the "Saturday Evening Post," "Literary Digest," "American Magazine" and "System." The balance comprises a picked list of trade magazines covering many fields. The latter is a departure from our usual advertising policy and we are looking forward to some interesting results, as advertising in this media will be of great assistance to our managers and salesmen.

The following is a schedule of the advertising insertions to appear during the season:

"SATURDAY EVENING POST," one-half page, issues of Oct. 14, Nov. 11, Dec. 2, 1922, Jan. 6, Feb. 3, March 3, April 7 and May 5, 1923.

"LITERARY DIGEST," two-thirds page, issues of Oct. 14, Nov. 11, Dec. 9, 1922, Jan. 13, Feb. 10, March 10, April 14 and May 12, 1923.

"AMERICAN MAGAZINE," two-thirds page, issues of Nov., Dec., 1922, Jan., Feb., March, April, May and June, 1923.

"SYSTEM," two-thirds page, issues of Nov., Dec., 1922, Jan., Feb., March and April, 1923.

Trade Magazines

"AMERICAN BAR ASS'N JOURNAL," one page, issues of Nov., Dec., 1922, Jan., Feb., March, 1923.

"AMERICAN BUILDER," one page, issues of Nov., Dec., 1922, Jan., Feb., March and April, 1923.

"AMERICAN LUMBERMAN," one-half page, issues of Oct. 7, Nov. 4, Dec. 2, 1922, Jan. 6, Feb. 3 and March 3, 1923.

"AUTOMOBILE TRADE JOURNAL," one page, issues of Oct., Nov., Dec., 1922, Jan., Feb. and March, 1923.

"AUTOMOTIVE INDUSTRIES," one page, issues of Oct. 5, Nov. 2, Dec. 7, 1922, Jan. 4, Feb. 1 and March 1, 1923.

"ENGINEERING NEWS RECORD," one page, issues of Oct. 5, Nov. 2, Dec. 7, 1922, Jan. 4, Feb. 1 and March 1, 1923.

"HARDWARE AGE," one-half page, issues of Oct. 5, Nov. 2, Dec. 7, 1922, Jan. 4, Feb. 1 and March 1, 1923.

"JOURNAL OF AMERICAN BANKERS ASS'N," one page, issues of Oct., Nov., Dec., 1922, Jan., Feb. and March, 1923.

"PRINTERS INK WEEKLY," one page, issues of Oct. 5, Nov. 2, Dec. 7, 1922, Jan. 4, Feb. 1 and March 1, 1923.

"JOURNAL OF AMERICAN MEDICAL ASS'N," one page, issues of Oct., Nov., Dec., 1922, Jan., Feb. and March, 1923.

"RAILWAY AGE," one page, issues of Oct. 7, Nov. 4, Dec. 2, 1922, Jan. 6, Feb. 3 and March 3, 1923.

"TEXTILE WORLD," one-half page, issues of Oct. 7, Nov. 4, Dec. 2, 1922, Jan. 6, Feb. 3 and March 3, 1923.

"MEYER BROTHERS DRUGGIST," one-half page, issues of Nov., Dec., 1922, Jan., Feb. and March, 1923.

EMPLOYMENT DEPARTMENTS

The officials of our company have at all times realized that the part played by the employment manager is of vast importance.

In order to get a comprehensive idea of the results obtained by the various managers in this line of work we have gone over the employment reports from January, 1920, to September 1, 1922, with the view in mind of selecting five employment managers who have made the best showing as indicated by the number of positions filled during that time.

As a result of this survey we find that Miss Wirtensen, manager of the employment department, New York City, has filled the greatest number of positions.

Miss Wirtensen has been connected with the Royal organization for over ten years and by making a careful study of the many problems which confront employment managers, also by consistent and conscientious effort she has built up her once obscure department to one of the finest in the city of New York. She is therefore in a position to tell us many interesting and helpful things in regard to conducting a successful employment department.

We have requested the employment managers who stand second, third, fourth and fifth on the list, based on the number of positions filled, to also contribute articles on the subject of conducting a successful employment department. The first article by Miss Wirtensen appears in this issue and articles by the other four employment managers will appear in subsequent issues of the "Standard."

These five articles are being published for the benefit of our employment managers. We want you to feel perfectly free to write us regarding any phase of the subject which you would like to have discussed and we will submit your suggestions or questions to the employment man-

agers who are now preparing articles on this subject.

THE NEW YORK CITY EMPLOYMENT
DEPARTMENT

By Miss Florence Wirtensen

The details of the system by which our employment department has been brought to its present efficiency, belong to the Royal Company and its employment manager, but we reveal no special secret when we say that much of it comes from a thorough knowledge of the business, tact in handling customers and by hard work. These three maxims intelligently applied will bring success in almost any line.

As the city of New York is the second largest in the world there is little praise due us here for showing more positions filled than in other cities, yet competition in this line is very keen and we feel a natural pride in saying that the last two months have shown by far the largest results in our history and the average wage the highest.

This department never discriminates as to nationality or creed (altho the expressed wish of some employers has to be respected) but, otherwise efficiency alone determines the fitness of the applicant for the position in view. We insist upon plain and neat dress and it is surprising how many who come to us, have to be reminded of this and a change diplomatically suggested.

It is our constant aim to co-operate with our salesmen and the fact that many of the largest mercantile and financial institutions have come to depend upon us regularly for their office help, shows their good will and carries out our claim that a large and well run employment department is a most valuable asset to our company and is a real factor in the increased sales of machines.

SERVICE DEPARTMENT CONTEST
FOR AUGUST

Boston Leads

The Boston office finally broke through Washington's strong defense in the Service Department Contest and took the lead for the month of August. This branch should be at home in its old position. Mr. H. E. Johnson, foreman, deserves honorable mention for bringing his office back to first place.

Philadelphia came in second from sixteenth place in July.

Chicago came in third.

Mr. P. M. Davis, foreman of the Philadelphia office and Mr. A. F. Tomek, foreman of Chicago, are to be congratulated.

Below is a list showing the standing of the various offices:

- | | |
|---------------------|----------------------|
| 1—Boston (8*) | 11—New York (1*) |
| 2—Philadelphia (4*) | 12—San Francisco |
| 3—Chicago (8*) | 13—Indianapolis (1*) |
| 4—Cleveland (8*) | 14—Baltimore (3*) |
| 5—Hartford (4*) | 15—St. Louis (1*) |
| 6—Cincinnati (7*) | 16—Detroit (3*) |
| 7—Kansas City (6*) | 17—Minneapolis (4*) |
| 8—New Orleans (2*) | 18—Dallas |
| 9—Pittsburgh (6*) | 19—Atlanta (2*) |
| 10—Washington (4*) | 20—Buffalo (2*) |
| | 21—Los Angeles |

STANDING OF BRANCHES IN
DIVISION NO. 2

Harrisburg Again in First Place

The Harrisburg Office is again the leader for the month of August, having held this position in May, dropping to twelfth place in June and coming back to the lead for July. This branch sure is a top-notch and much praise goes to Mr. R. W. Beckley, foreman, for keeping his office in this prominent position.

Louisville came up from fourteenth place in July to second in August; Dayton coming all the way up from twenty-sixth place to third.

Mr. J. W. Zeller, foreman of the Louisville Office, and Mr. J. H. Horton, foreman of Dayton, are to be congratulated.

Below is a list showing the standing of the various offices:

- | | |
|-----------------------|----------------------|
| 1—Harrisburg (7*) | 25—Bangor (1*) |
| 2—Louisville (6*) | 26—Springfield, Ill. |
| 3—Dayton (4*) | 27—Davenport |
| 4—Youngstown (2*) | 28—Richmond (1*) |
| 5—Omaha (5*) | 29—Milwaukee (1*) |
| 6—Charleston (4*) | 30—Albany (2*) |
| 7—Akron (5*) | 31—Newark (2*) |
| 8—Fresno (5*) | 32—Des Moines |
| 9—Jacksonville (2*) | 33—Reading (1*) |
| 10—Springfield, Mass. | 34—Erie (1*) |
| | 35—Birmingham (2*) |
| 11—Columbus (7*) | 36—Little Rock |
| 12—Memphis (3*) | 37—Rochester (1*) |
| 13—Oakland (4*) | 38—Duluth (2*) |
| 14—Denver (4*) | 39—Bridgeport (2*) |
| 15—St. Paul (2*) | 40—Norfolk (1*) |
| 16—Portland, Ore. | 41—Allentown |
| | 42—South Bend (1*) |
| 17—Johnstown (4*) | 43—Houston |
| 18—Peoria (3*) | 44—Grand Rapids |
| 19—Portland, Me. (2*) | 45—San Antonio |
| 20—Seattle (1*) | 46—Scranton |
| 21—Evansville (1*) | 47—Worcester (1*) |
| 22—Toledo (1*) | 48—Waterbury |
| 23—New Haven (5*) | 49—Sioux City |
| 24—Providence (3*) | 50—Kalamazoo |

TO INCREASE NETS—INCREASE
EARNINGS.

U. S. Signal Corps Use "Royal" With Radio



The accompanying photo shows the U. S. Signal Corps Station in Washington, D. C., which by means of the loops shown on the right and left is enabled to receive radio communications from far-away European stations. Brig. Gen.

Squier, Chief Signal Officer, conducts all his radio tests there.

Last, but by no means least, the Royal typewriter can be seen a prominent factor of efficiency in the foreground.

THE POUND & MOORE COMPANY

Among our fixed dealership stars of long standing, the Pound & Moore Company, Charlotte, North Carolina, stand out prominently as sales producers of excellent volume from month to month. Royal Standard readers will be familiar with their name, as they have been working with us for many years, and have organized their large and important territory to a point of highest efficiency and their sales force to a speed where there is, in the words of the Machine-A-Day Club motto, "not a day lost."

Recently the Pound & Moore Company established themselves in their new home at Charlotte, in a building which is a model of up-to-dateness and which is pictured herewith together with its various departments. Their Royal stock is displayed to excellent advantage, and on the third floor of the new building, a Re-

pair Department 40 ft. x 25 ft., airy and light, enables Royal users in the territory to depend on the high class service which is an important feature of this dealership's success.

A recent article in one of the local newspapers describes in flattering terms the beauty of the new store's first floor showroom, the enormous stock of Royals, furniture and office supplies, and the fast growing business of the Printing Department which has separate quarters on another street.

Recently we enjoyed a visit from Mr. Moore, of this company, and during his stay Mr. Geo. Ed. Smith, President, and Mr. E. B. Hess, Vice-President, accompanied him on a trip to the Factory at Hartford. Mr. Moore was very much impressed with the workings of the Royal

(Continued on next page)



NO. 1



NO. 2



NO. 3



NO. 4

No. 1—Headquarters, Pound & Moore Co.

No. 2—Section of Main Floor.

No. 3—Typewriter Repair Dept., Third Floor.

No. 4—Section Office Furniture Dept., Second Floor.

No. 5—View of Main Floor.

No. 6—Section Office Furniture Dept., Second Floor (see next page).



NO. 5

POUND & MOORE COMPANY—(Continued)

plant, and returned with added enthusiasm for his Royal work in N. Carolina.

We congratulate Messrs. Pound & Moore on the beauty and up-to-date equipment of their new headquarters, and look forward to an even greater volume of Royal business from Charlotte and the surrounding territory as a result.



NO. 6



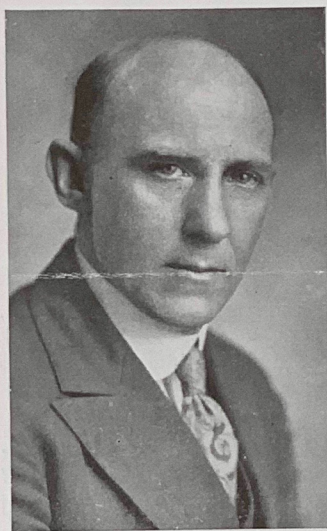
A WELCOME

Mr. E. E. Ledford, after long experience as a court reporter and user of a well known competitive make of typewriter, started using the Royal in 1916 and is another Royal enthusiast who finds that the deeper the operator's prejudice for another machine the closer his affection for the Royal once he has been sold on our machine through a fair test.

Mr. Ledford has been more or less connected with the company for several years past in sales work and has recently taken over the direct dealership through this department. He operates Ledford's Business College at Harrisburg, and also at West Frankfort, Illinois, using a number of Royals in both schools, and we feel certain of his success as a dealer with this

assistance in the way of publicity through pupils.

The accompanying photographs show Mr. Ledford face to face and in his office at the Harrisburg school. We extend to him a hearty welcome into the ranks of Royal dealers, and our best wishes for a long and mutually profitable association.



A LARGE USER

Here is an example of the character of that of the Dakota Life Insurance Company at Watertown, where our dealers recently installed ten Royals. More power to 'em!



If you have earned a vacation, take it. You are due to accept a reward for all the years of sacrifice and denial. But you worry. If you splurge around and have a good time maybe the children will not have all the funds they need fifteen years hence, to keep them in red touring cars and squirrel coats. You are afraid to make your will as follows:

"Dear Offspring: Go out and get it, the same as I did."—George Ade.

Never mind whom you praise but be careful whom you blame.—Gosse.

He approaches nearest the gods who knows how to keep silence even though he is in the right.—Cato.

What you are speaks so loud as to drown altogether any declaration you may make of what you wish men to think you are. The deceiver deceives no one but himself.—Cope.

SEPTEMBER ROLL OF HONOR

The special school drive during September naturally swelled our sales volume for the month up to the highest point it has reached this year, as schools all over the country eagerly hastened to take advantage of the offer and dealers garnered a host of these school orders.

Our dealers have fully appreciated the advertising value of this class of business, and we look for a steadily increasing volume of commercial sales as a direct result.

The excellent September record should have an encouraging effect. We think it was Omar who said:

"Think, then, you are today what yesterday you were; to-morrow you shall be no less," and we expect an equal or even greater volume during October.

The following list represents those dealers who have exceeded contract quantities by the largest percentage. Following our policy, we are naming only the ten highest, but the list would be several times as long if we attempted to include all of those dealers who sold more than the monthly quota:



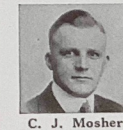
No. 1
JOHN RUGEN
Newport, R. I.



No. 2
GRAHAM & WELLS
Corvallis, Ore.



No. 3
A. G. PACKARD
Hornell, N. Y.



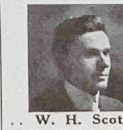
No. 4
C. J. MOSHER CO.
Lincoln, Neb.



No. 5
T. H. PAYNE CO.
Chat'anooga, Tenn.



No. 6
H. J. SMITH TYPE-
WRITER EXCHANGE
Parkersburg, W. Va.



No. 7
SCOTT-PARKER CO.
Macon, Ga.



No. 8
HOME OFFICE SUPPLY
COMPANY
Welch, W. Va.



No. 9
C. R. ALLEN COMPANY
Watertown, N. Y.



No. 10
L. E. SPIECE
Bucyrus, Ohio

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"IN LAPLAND—"



Sometime ago we had the pleasure of introducing to Royal Standard readers Mr. Walter Banzhaf, proprietor of the firm of Aktiebolaget Maskinaffaren Royal Standard, Sweden. Although we then reproduced a picture of the headquarters of this company in Stockholm, we have now the opportunity to show you in this article some of the strong units in the splendidly organized Swedish territory.

Photograph 1 shows the impressive office of Helsingborgs Skrifmaskinsaffär, Helsingborgs, together with a striking window display. From this vantage point Mr. A. H. Carlsson, who is the proprietor, covers the southwestern portion of



No. 1—Office of Helsingborgs, Skrifmaskinsaffär Helsingborgs



No. 2—Executive Office, Mr. Carlsson dictating



No. 4—Interior Royal Display

Sweden. The second photograph, taken inside the executive office, shows Mr. Carlsson dictating to one of his stenographers. This gentleman is a thoroughly trained typewriter man and has been connected with Aktiebolaget Maskinaffaren since their appointment as Royal dealer. He is personally engaged in active selling as well as in directing the efforts of his salesmen and sub-dealers. He has an enviable record.

The excellent manner in which Mr. Carlsson has arranged the Royal displays shown in photographs 3, 4 and 5, pays tribute to his good judgment. These displays are entirely in keeping with the attractive office he occupies and the product he represents so ably.

In calling your attention to Mr. G. Ivarsson of Lulea, Lapland, and the interior of his office (photographs 6, 7 and



No. 6—Mr. G. Ivarsson of Lulea, Lapland



No. 7—Interior of Mr. Ivarsson's Office



No. 8—Interior of Mr. Ivarsson's Office



8) we wish to pay our compliments to one of those hardy characters whose efforts enable us to boast with accuracy and pride that the Royal is known—and used—everywhere. In the frozen north; in the torrid jungles; on the top of the snow capped Andes; North, East, South and West; its fame is world wide.

Photograph 9 represents the interior of Mr. N. J. Pernow's office in Malmö. This gentleman, who is introduced by photograph 10, had his early typewriter training in America and now covers the Southeastern division of the Swedish territory. Mr. Pernow also travels through his district personally in addition to super-



No. 3—Interior Royal Display



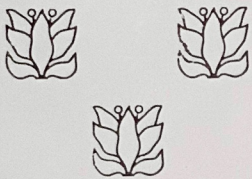
No. 5—Interior Royal Display

vising the work of those in his organization.

As some of us remember from our schools days Lapland is inhabited chiefly by reindeer. Mr. Ivarsson has said that they greatly outnumber prospective typewriter users. It is a glowing tribute to Mr. Ivarsson to say that he is the proprietor of the most northerly office appliance office in the world. Many of us can profitably draw a lesson from his indomitable spirit.

The gentlemen in the group (page 6) are members of Mr. Banzhaf's own staff in Stockholm. Mr. Eriksson (photograph 11) has been first assistant to Mr. Banzhaf since the establishment of the business and is considered an expert on branch management, organization and advertising. He has done much to win for

(Continued on next page)

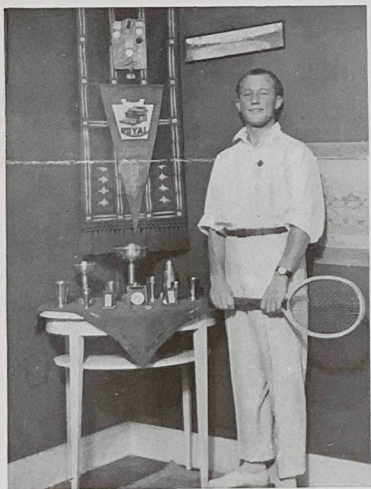


the Royal its present position in the Swedish field.

Mr. Nilsson (photograph 12) is head salesman in the Stockholm office, and along with this distinction is exceedingly prominent in the World of Sport. He is the holder of many championships in lawn tennis, swimming, spear throwing, broad jump and the 400 metre run.

Besides having won many medals and cups for his ability in these activities Mr. Nilsson is also the holder of the Swedish sportsman's medal in gold, an honor gained by few athletes. Mr. Nilsson's attractive smile should be a valuable business asset. Its friendly warmth is decidedly contagious.

Mr. Theander (photograph 13) who is also a salesman in the Stockholm office is a sportsman of the first class. Besides winning about one hundred gold, silver and bronze medals in various contests, Mr. Theander took part in the Olympic games and is the holder of the record for the 200 metre swim.



No. 12—Mr. Nilsson



No. 15—Mr. John Bondeson



No. 9—Interior of Mr. N. J. Pernow's Office in Malmo



No. 10—Mr. N. J. Pernow



No. 11—Mr. Eriksson, First Assistant to Mr. Banzhaf

Not only is Mr. Theander successful in his athletic endeavors and in the sales field, but in addition is looked upon as one of the best stenographers in Sweden having won the challenge prize in stenography three separate times. Mr. Theander seems to combine the strength and endurance necessary for sporting achievement with the skill and accuracy required in speed stenography. This is a rare accomplishment.



No. 14—Mr. S. Ostlund

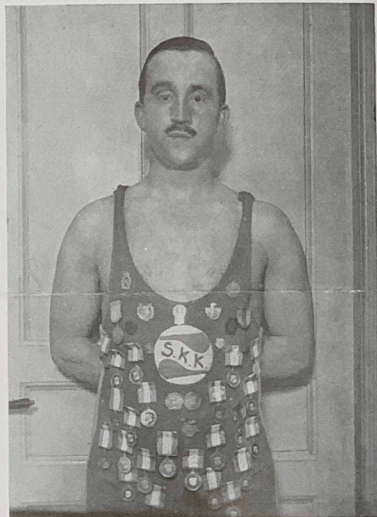
In conclusion we present in the following group of travelers Mr. S. Ostlund (photograph 14) technical inspector who supervises the organization and operation



of the Service divisions of the entire Swedish organization; Mr. John Bondeson (photograph 15) who resides in Upsala, and covers that town and district, and Mr. N. Amelin (photograph 16) who is stationed in Sundsvall and covers that town and part of Norrland. These men are thoroughly trained and highly competent.

Mr. Banzhaf is to be highly commended upon his judgment in selecting active, energetic men such as those mentioned. Their constant and intense efforts added to his intelligent and thoughtful guidance and control will most certainly keep the Royal in advance of its competitors and will assist in steadily outdistancing them in the race for business in the Swedish market.

(Continued on next page)



No. 13—Mr. Theander



No. 16—Mr. N. Amelin

"IMPRESSIVE DISPLAY"

Mr. Theo. Muggli, our dealer in Switzerland, recently used the attractive window display pictured here. Needless to say, this exhibit attracted a great deal of favorable attention due to its excellence and to the splendid location of Mr. Muggli's offices which are directly opposite the main railroad station in Zurich, and consequently could be seen by a large number of people.

This photograph was taken at night at which time the entire window was illuminated by concealed bulbs. The Royal Typewriters were placed on a raised platform against a background of purple drapery on which appeared the words "THE TWENTY FEATURES OF THE ROYAL."

Four placards each describing five features were fastened above the machines and ribbons guided the eye to the particular features described.

The entire effect was beautiful indeed and won the hearty approval and commendation of those who saw it. Such attractive advertising is certainly helpful in increasing the demand for Royal Typewriters. This is another striking example of the progressive manner in which Mr. Muggli brings the Royal Typewriter to the attention of the buying public in his country.

**SOME GOOD SERVICE POINTS**

By C. L. Shandley, Foreman,
Minneapolis Branch

Do you always smilingly and willingly brush and oil machines where requested to do so by the customer or operator?

This must be done in every case except where your better judgment says the machine would be worse after brushing the dirt into instead of out of the working parts, and should come into the office for general cleaning.

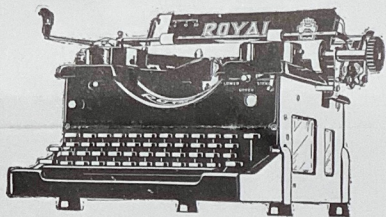
Old machines are better left alone than brushed, if there is a large accumulation of dirt, and should come into the office. In such a case do not say you will not brush and oil it; but rather say it would be better to have this taken into the shop and cleaned up in good shape.

If that does not meet with their apparent approval, then sit down and do what you can for the machine.

The customer or operator must be satisfied by our service one way or another, either on cleaning or any other repairs that they may ask for; and the job should not be left until some sort of settlement has been made.

Ever so small a job you may do of brushing and oiling goes a long way toward making for more business for the company by satisfying another user.

It makes friends for a service man.

**EAGERLY**

If any typewriter can be said to do its work eagerly and enthusiastically, it's the light-running, quiet-running Royal. So smoothly and easily it runs that it seems actually to lead you on to better and faster work.

This space mortised for dealer's name, address and 'phone number to be set in type.

"Compare the Work"

ROYAL

**Dealer
Advertising**

THE ADVERTISEMENTS ON EACH SIDE OF THIS COLUMN WERE ESPECIALLY DESIGNED FOR THE USE OF DEALERS FOR NEWSPAPER ADVERTISING, TWO COLUMNS BY EIGHT INCHES. THEY ARE TWO OF A

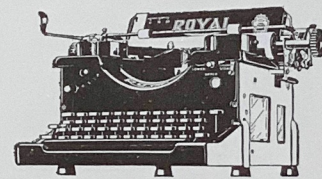
SERIES OF TEN, AND IN EACH CUT THERE IS A SPACE MORTISED FOR THE DEALER'S NAME, ADDRESS AND TELEPHONE NUMBER TO BE INSERTED IN TYPE. DUPLICATES OF THESE ADVERTISEMENTS WILL BE SENT FREE UPON REQUEST. ADDRESS ADVERTISING DEPARTMENT, ROYAL TYPEWRITER COMPANY, INC., 364-366 BROADWAY, NEW YORK CITY.

QUIETNESS

You want quietness in a typewriter? All right; but you want as well all the standard features and improvements built into the light-running, quiet-running Royal!

Quietness with speed — speed with durability. That's the new Royal! Try it—That's the Test.

This space mortised for dealer's name, address and 'phone number to be set in type.



"Compare the Work"

ROYAL

EASTERN
DIVISION



1-FITZGIBBON
Bridgeport, Conn.



2-AYRES
Portland, Me.



3-CASHMAN
Washington, D. C.



4-COCHRANE
Boston, Mass.



5-ALLINGHAM
New York City



6-DUNN
Philadelphia, Pa.



7-BRAINERD
Hartford, Conn.



8-HERWITZ
Providence, R. I.



9-BOSHAN
Bangor, Me.



10-DODGE
Baltimore, Md.



11-BEHAN
Springfield, Mass.



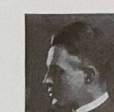
12-SMITH
Worcester, Mass.



13-COFFIN
Harrisburg, Pa.



14-JANSWICK
New Haven, Conn.



15-SHELDON
Albany, N. Y.



16-HUMPHREYS
Rochester, N. Y.



17-STRAW
Norfolk, Va.



18-DONCH
Newark, N. J.



19-BARTLETT
Richmond, Va.



20-PAYNE
Scranton, Pa.



21-WEAVER
Allentown, Pa.

MONTHLY SALES
MANAGERS, MONTH

CENTRAL



1-PARTEE
Peoria, Ill.



2-MULLIGAN
Grand Rapids, Mich.



3-GALLUP
Buffalo, N. Y.



4-TEETERS
Columbus, O.



5-DE WITT
Evansville, Ind.



6-LARSEN
Chicago, Ill.



7-WELLMAN
Louisville, Ky.



8-TEER
Indianapolis, Ind.



9-WILSON
South Bend, Ind.



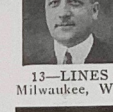
10-HANCOCK
Cleveland, O.



11-KINNAMON
Cincinnati, O.



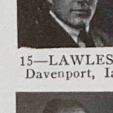
12-FULLER
Detroit, Mich.



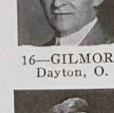
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Milwaukee, Wis.



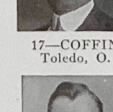
14-MICHEL
Akron, O.



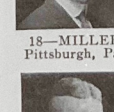
15-LAWLESS
Davenport, Ia.



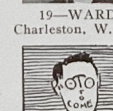
16-GILMORE
Dayton, O.



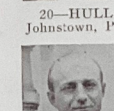
17-COFFIN
Toledo, O.



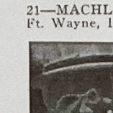
18-MILLER
Pittsburgh, Pa.



19-WARD
Charleston, W. Va.



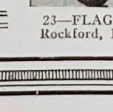
20-HULL
Johnstown, Pa.



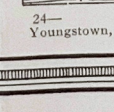
21-MACHLIN
Ft. Wayne, Ind.



22-HOUSE
Eric, Pa.



23-FLAGG
Rockford, Ill.



24-Young
Youngstown, O.

STANDING OF
OF SEPT., 1922

DIVISION

WESTERN
DIVISION



1-DEVIN
Fresno, Cal.



2-RUSS
Portland, Ore.



3-ROICKER
St. Paul, Minn.



4-RIDDLE
Memphis, Tenn.



5-QUINLAN
Duluth, Minn.



6-KENNEDY
Dallas, Tex.



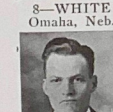
7-MANN
Atlanta, Ga.



8-WHITE
Omaha, Neb.



9-WHEATON
Seattle, Wash.



10-REED
San Antonio, Tex.



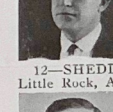
11-GERARDY
Des Moines, Ia.



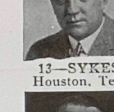
12-SHEDD
Little Rock, Ark.



13-SYKES
Houston, Tex.



14-STEVENS
Springfield, Ill.



15-RALLS
St. Louis, Mo.



16-COQUILLE
New Orleans, La.



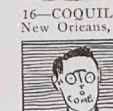
17-STARRETT
San Francisco, Cal.



18-THORNE
Birmingham, Ala.



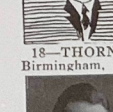
19-MITCHELL
Denver, Colo.



20-SMITH
Los Angeles, Cal.



21-Minneapolis, Minn.



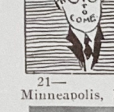
22-BOULWARE
Kansas City, Mo.



23-SALBACH
Oakland, Cal.



24-HINCK
Jacksonville, Fla.



25-KANE
Sioux City, Ia.